

FIG. 1

Video & Sound 21

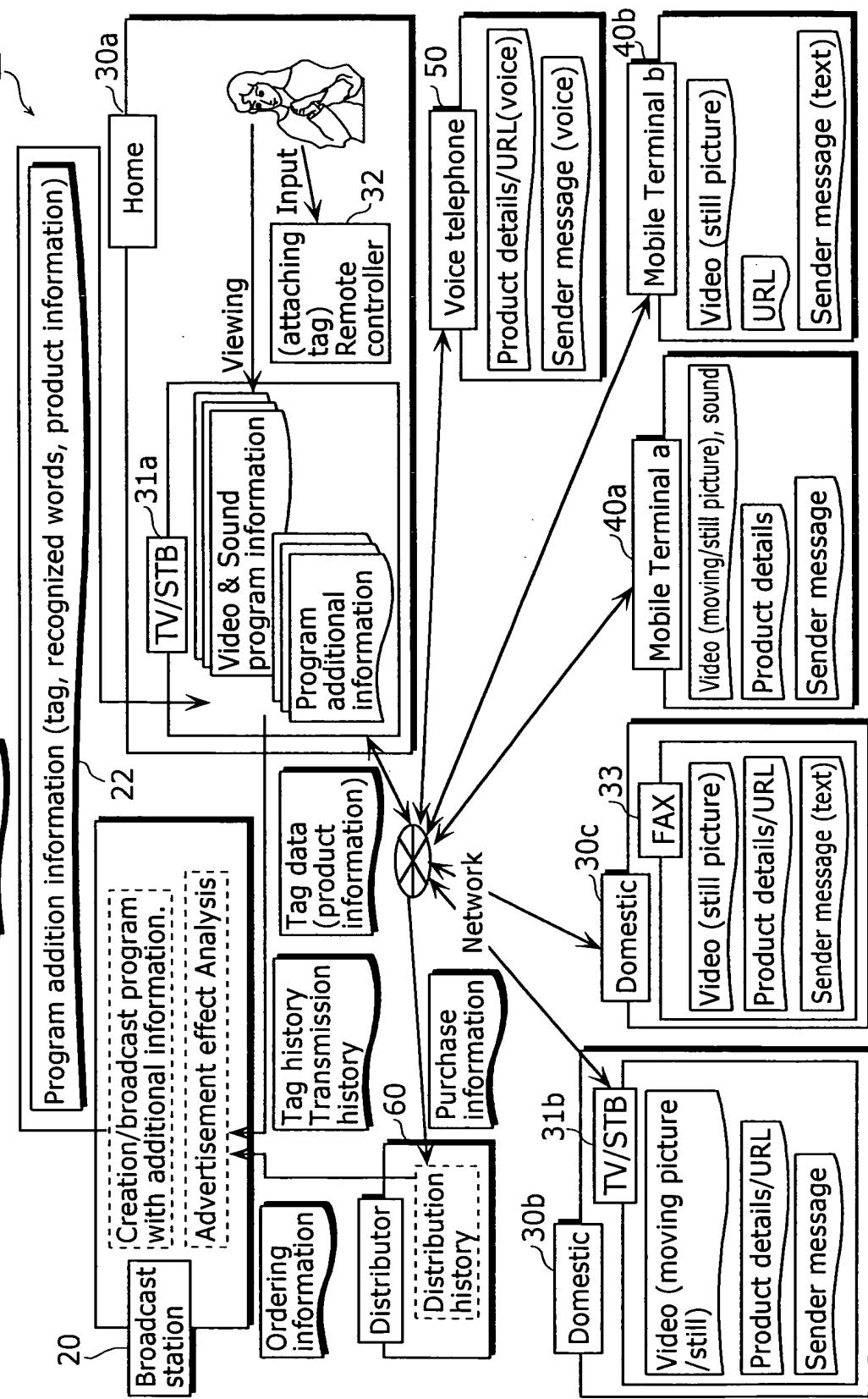
10

FIG. 2

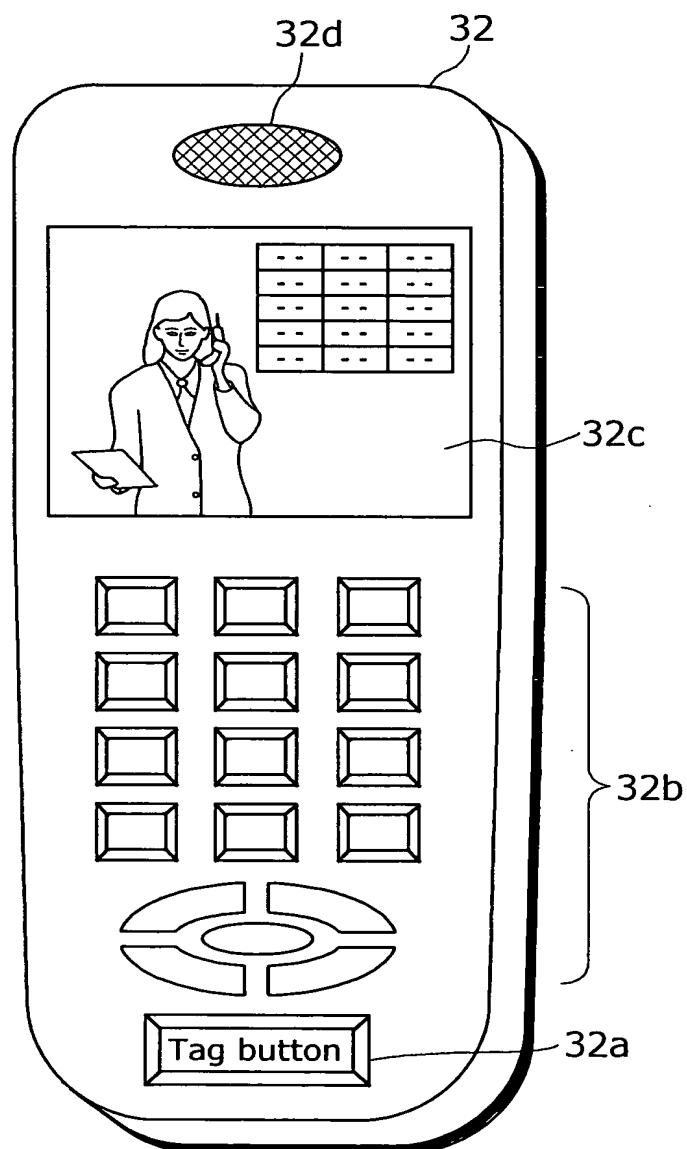


FIG. 3

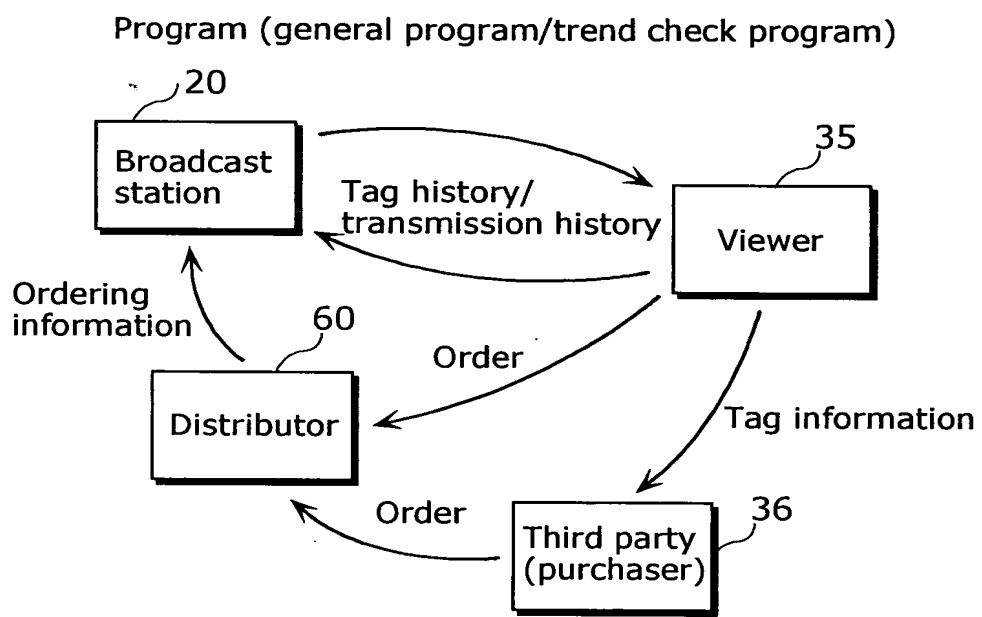
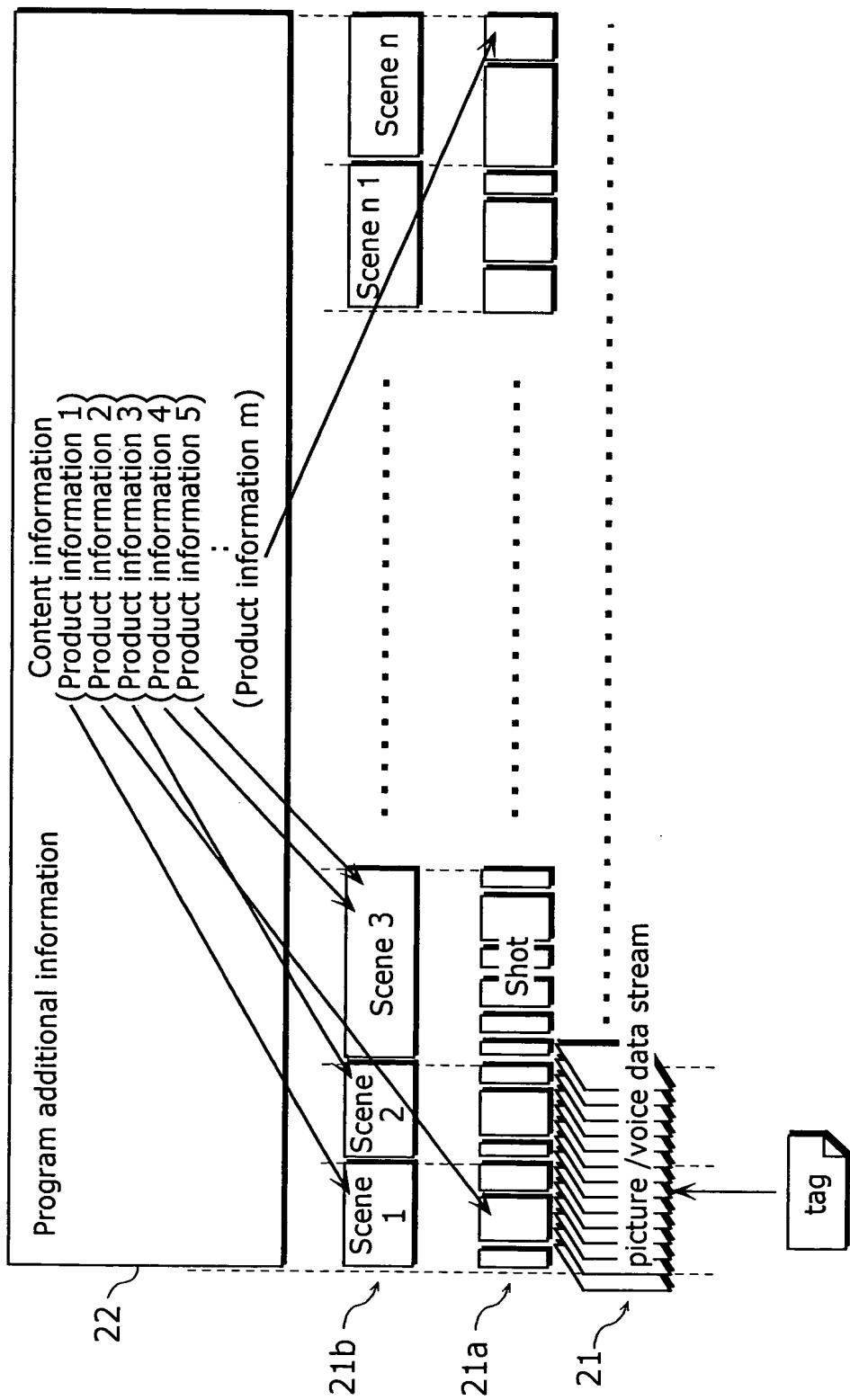


FIG. 4



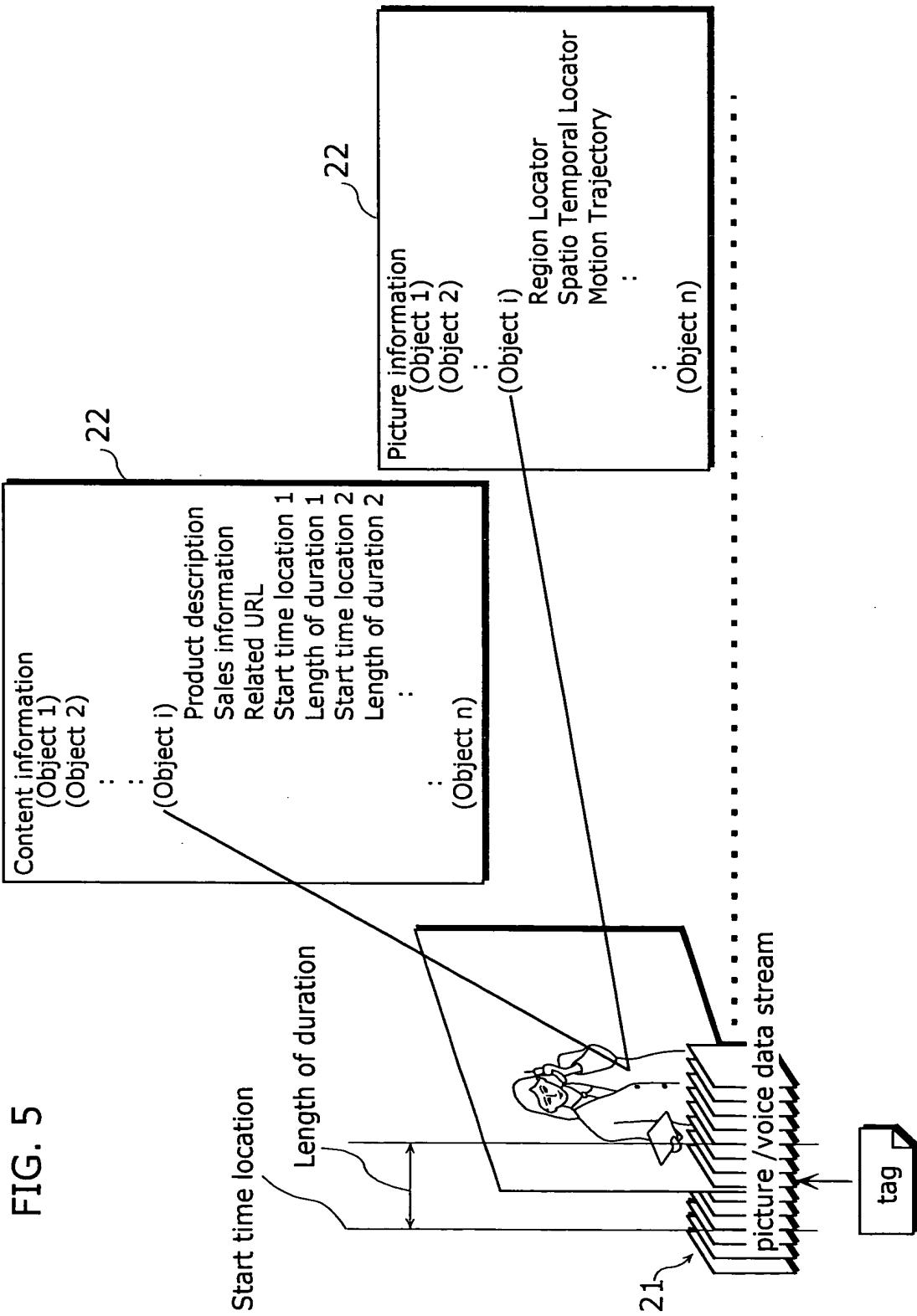


FIG. 6

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<Mpeg7>
  <Description xsi:type="ModelDescriptionType">
    <Model function="describing" xsi:type="CollectionModelType" confidence="0.75" reliability="0.5">
      <Label>
        <Name>ActorAClothing</Name>
      </Label>
      <Collection xsi:type="ConceptCollectionType">
        <Concept xsi:type="ObjectType">
          <Label>
            <Name>JacketB</Name>
          </Label>
        </Concept>
        <Concept xsi:type="ObjectType">
          <Label>
            <Name>PantsC</Name>
          </Label>
        </Concept>
        <Concept xsi:type="ObjectType">
          <Label>
            <Name>ShoesD</Name>
          </Label>
        </Concept>
        <Concept xsi:type="ObjectType">
          <Label>
            <Name>HatE</Name>
          </Label>
        </Concept>
      </Collection>
    </Model>
  </Description>
  ...
  <Description xsi:type="SemanticDescriptionType">
    <Semantics>
      <Label>
        <Name>ActorAClothing</Name>
      </Label>
      <SemanticBase id="JacketB" xsi:type="ObjectType">
        <Label>
          <Name>JacketB</Name>
        </Label>
        <Definition>
          <FreeTextAnnotation>FbrandWinterJacket</FreeTextAnnotation>
        </Definition>
        <MediaOccurrence>
          <MediaLocator xsi:type="TemporalSegmentLocatorType">
            <MediaTime>
              <MediaTimePoint>T00:02:45:0F00</MediaTimePoint>
              <Duration>P342D</Duration>
              <MediaTimePoint>T00:34:23:0F20</MediaTimePoint>
              <Duration>P1825D</Duration>
            </MediaTime>
          </MediaLocator>
        </MediaOccurrence>
      </SemanticBase>
      <SemanticBase id="PantsC" xsi:type="ObjectType">
        ...
      </SemanticBase>
      ...
    </Semantics>
  </Description>
</Mpeg7>

```

221

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FIG. 7

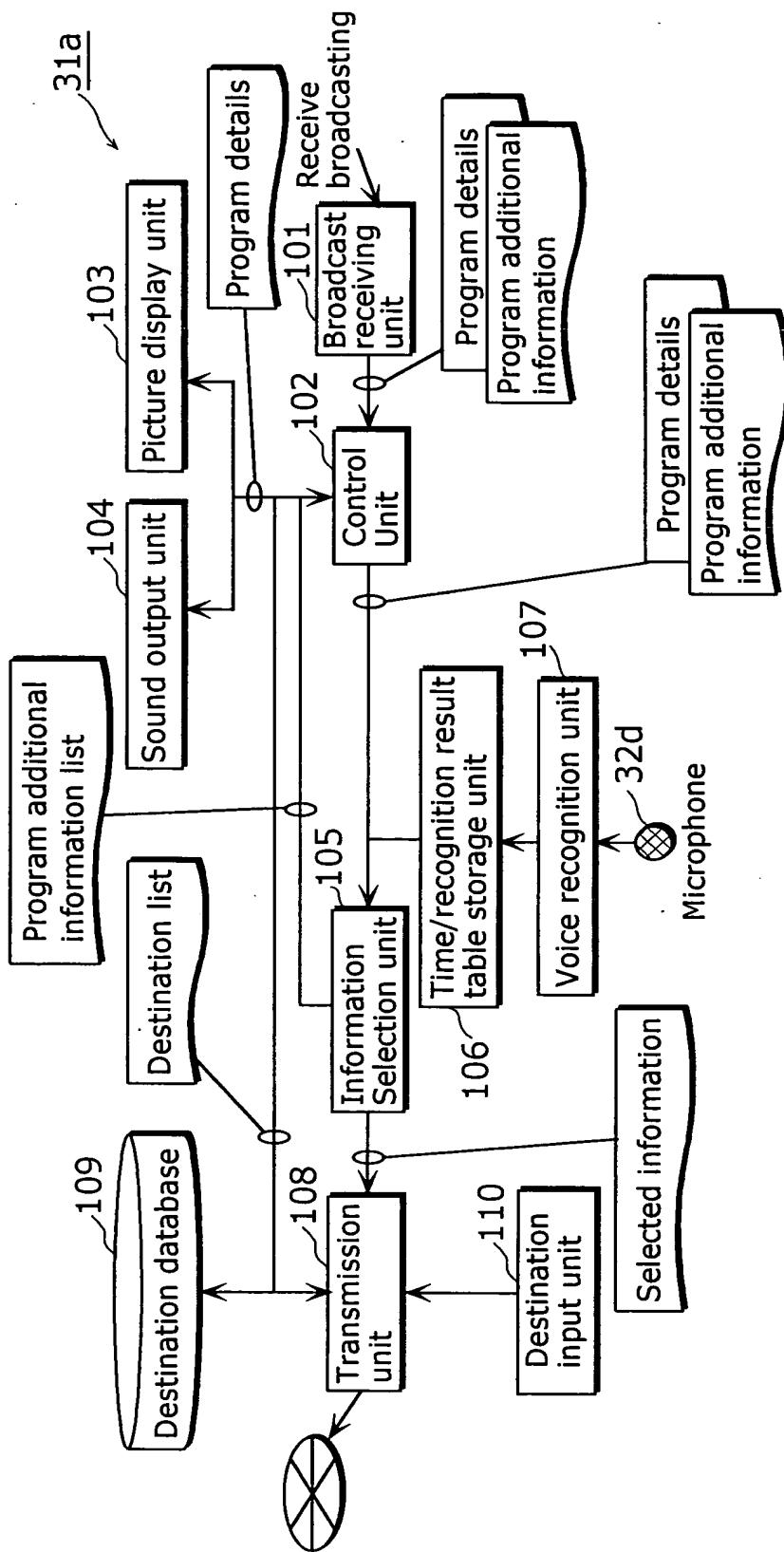


FIG. 8

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Date	Voice recognition result	Program identification information
...
16:25:56 01/25/2002	That bag is nice	AB123
16:27:05 01/25/2002	Nice jacket	AB123
...

FIG. 9

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Name	Address	Moving picture	Still picture	Color	Sound	Voice	MIDI	Text	Font specification
A	A@aaa.aa.aaa	○	○	○	○	○	○	○	○
B	B@dococo.bb.bb	×	○	○	○	×	○	○	×
C	06 1234 5678	×	○	×	×	×	×	○	○

FIG. 10

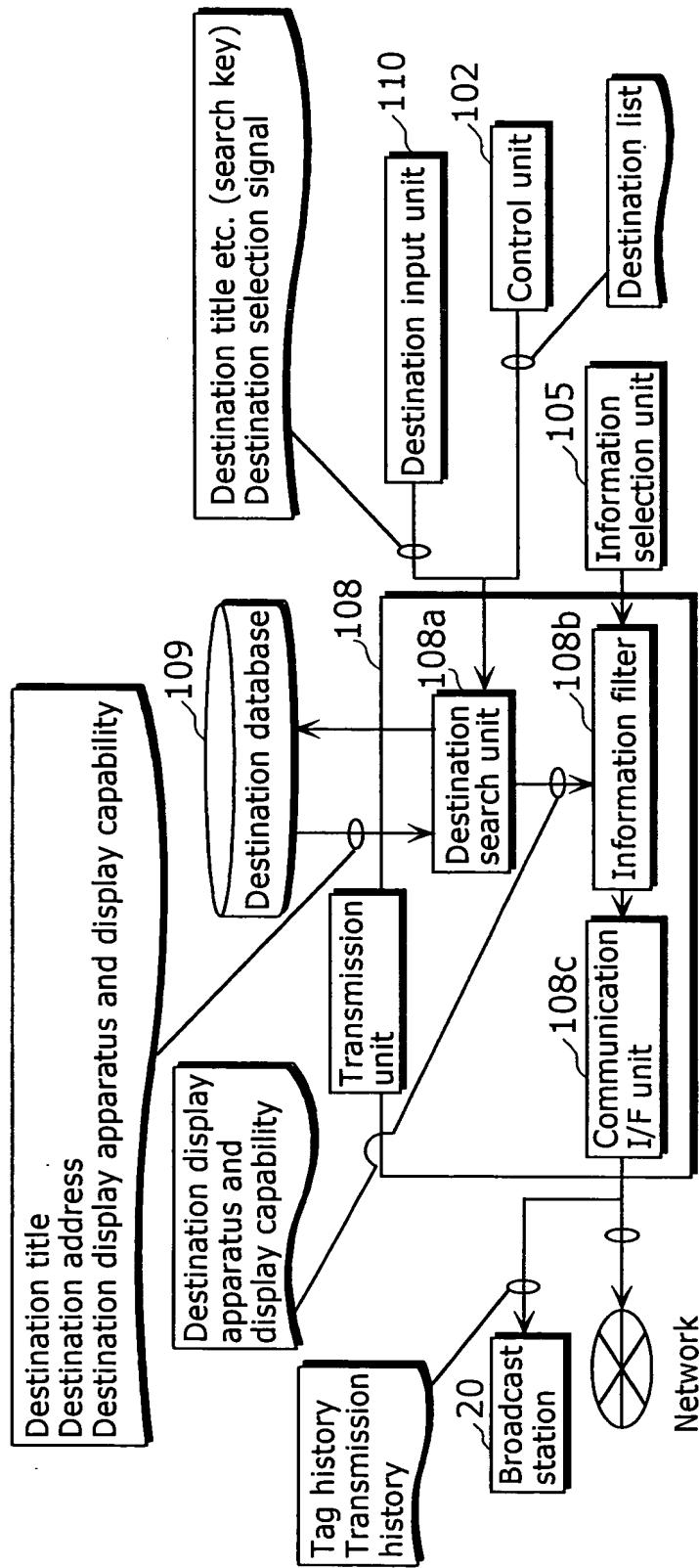


FIG. 11

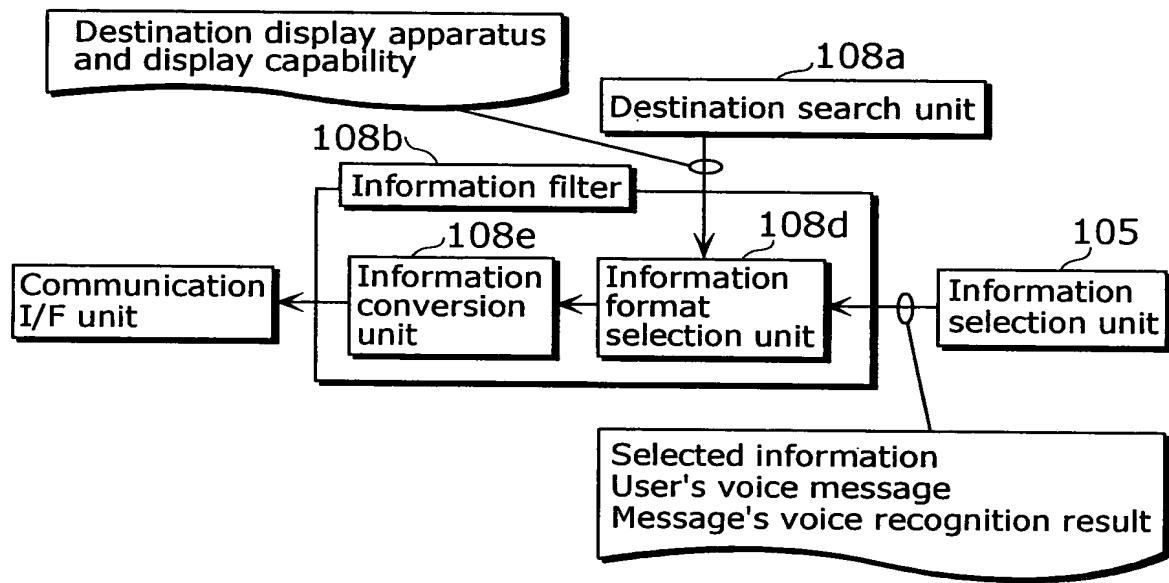


FIG. 12

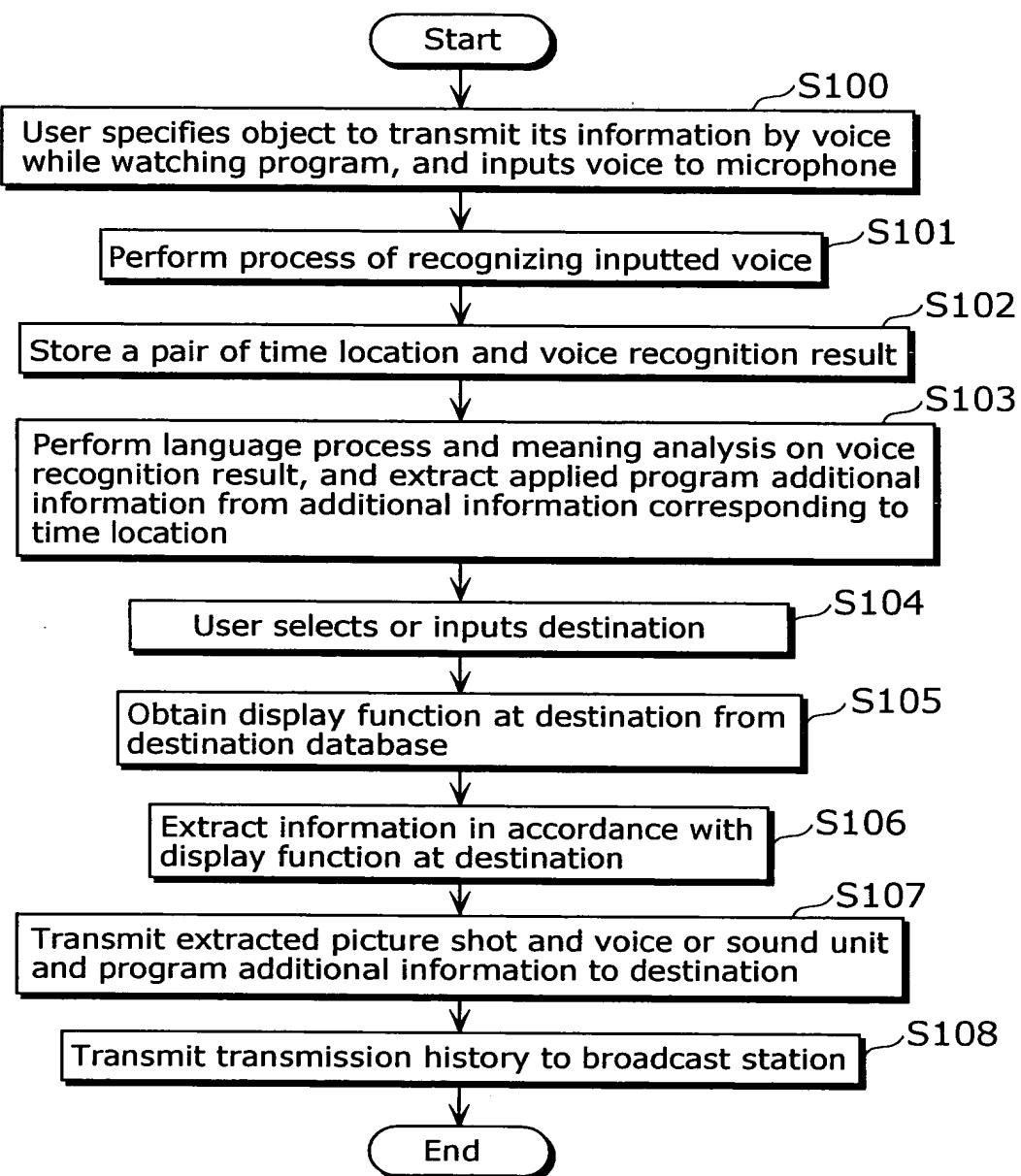


FIG. 13

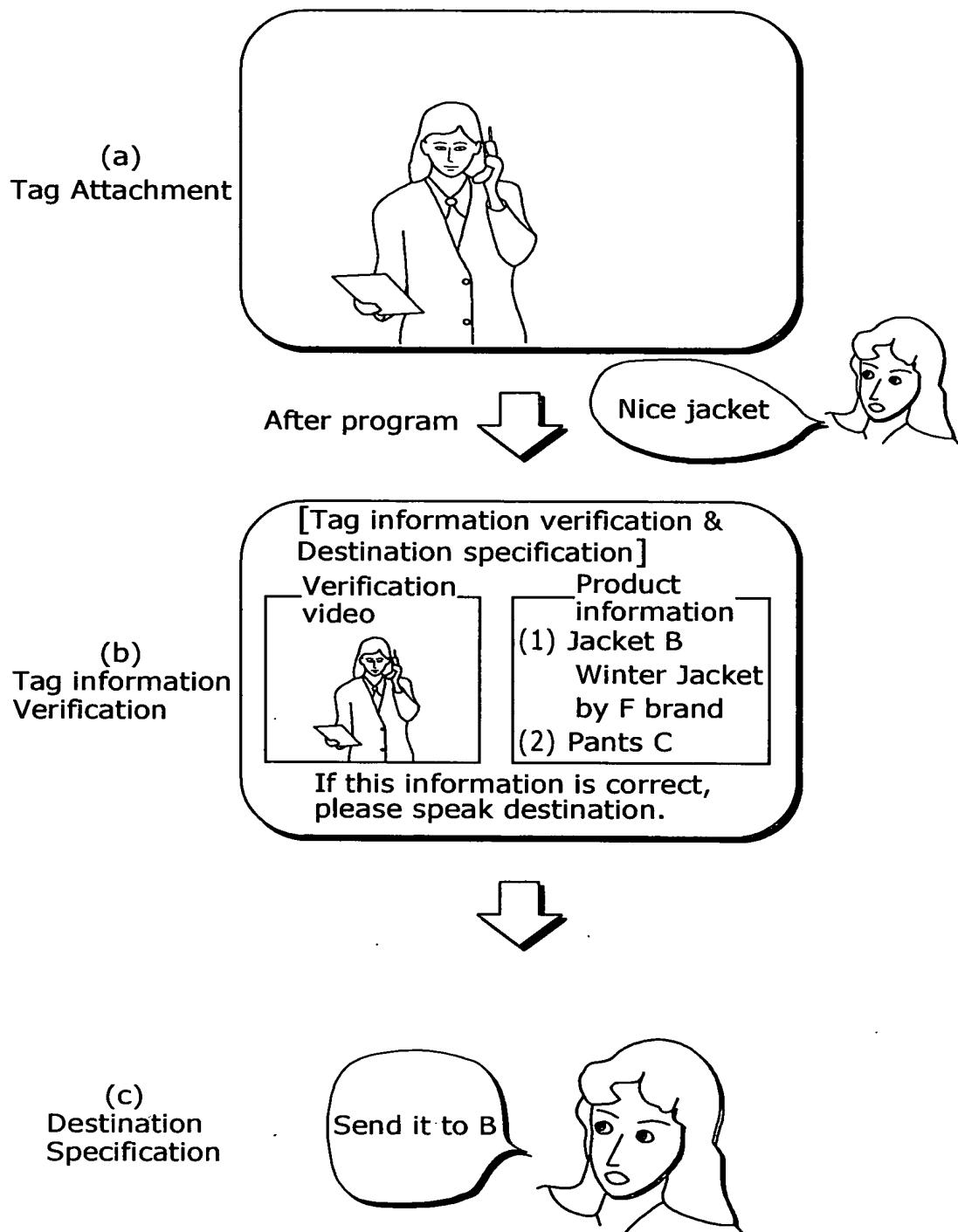


FIG. 14

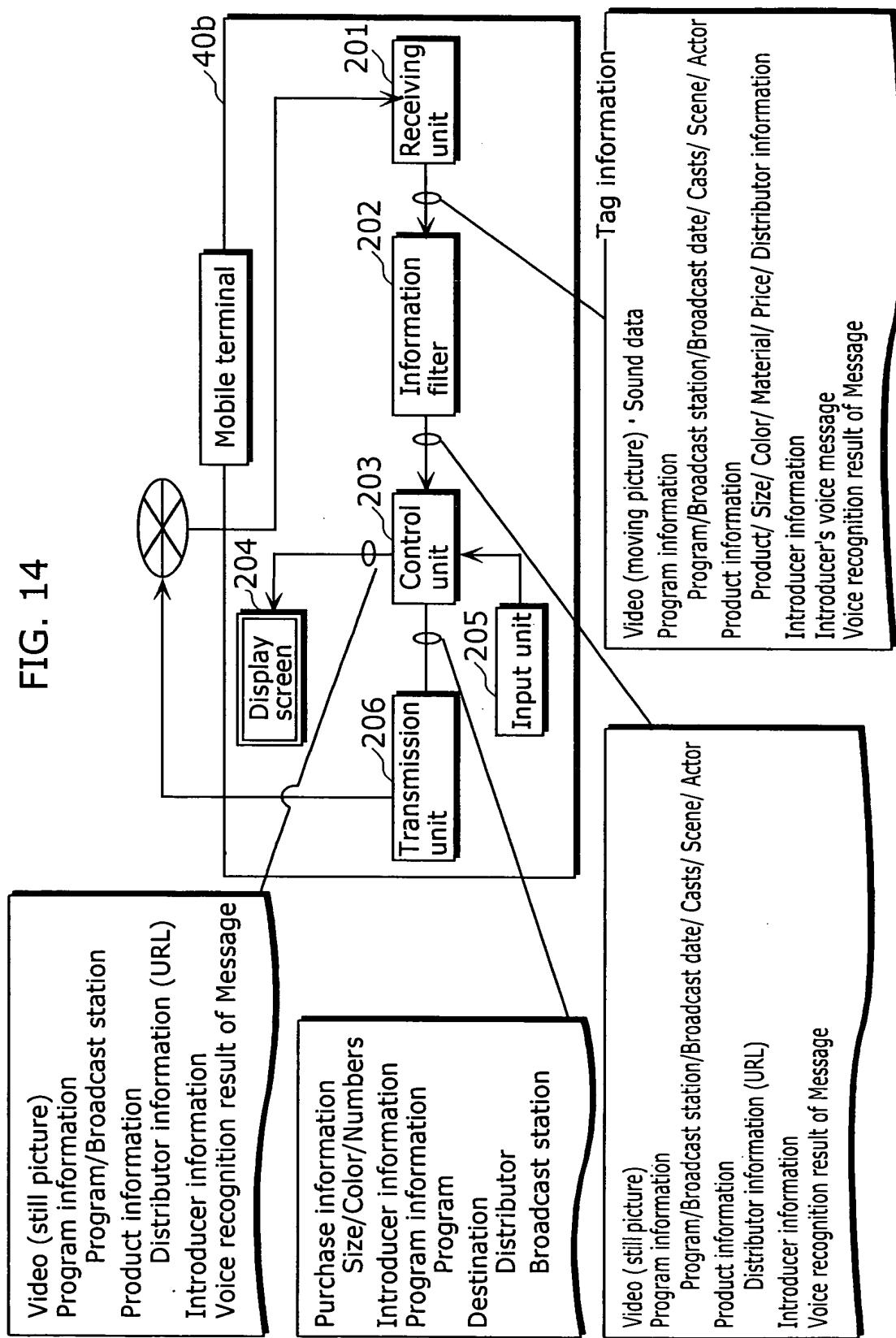


FIG. 15

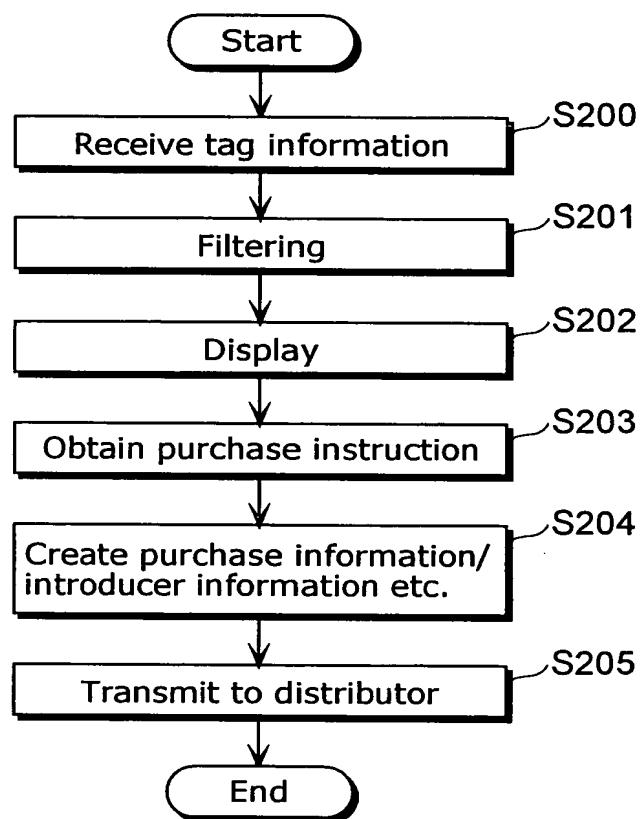


FIG. 16

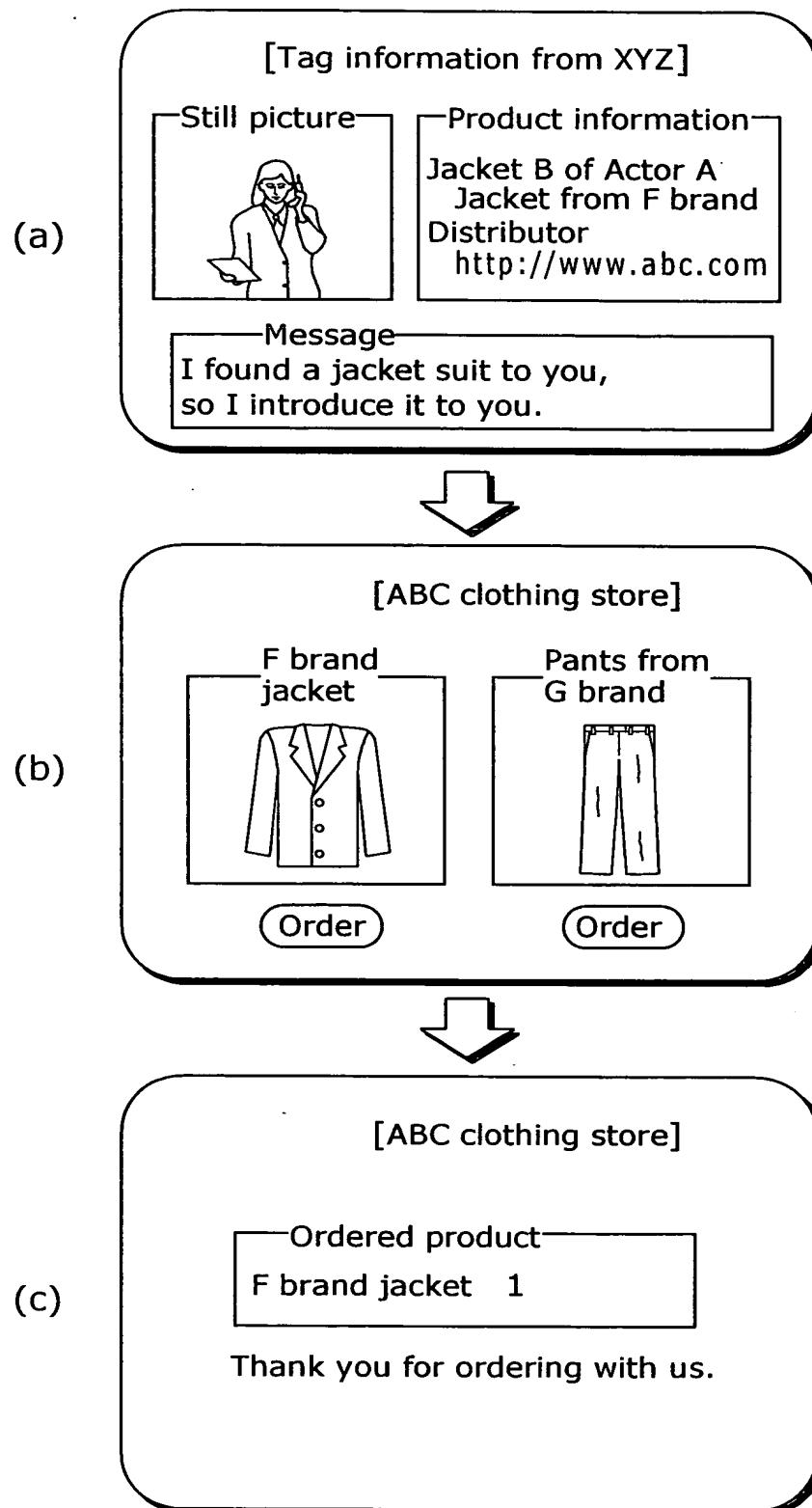


FIG. 17

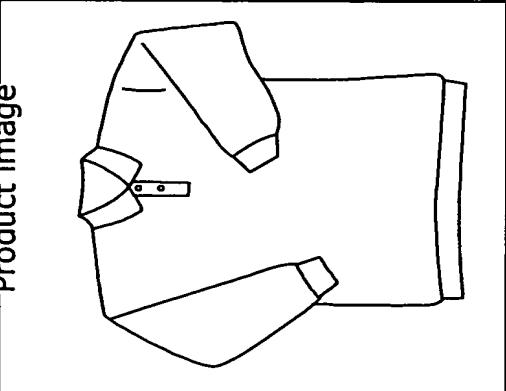
 Product image	 Moving picture																
<table border="1"><tr><td>Men's wear</td><td>Polo shirt</td></tr><tr><td>Material</td><td>Cotton/ Polyester</td></tr><tr><td>Color</td><td>Red, Navy, Light blue</td></tr><tr><td>Size</td><td>S M L LL XL</td></tr><tr><td>Price</td><td>\\$3,200 \\$3,300</td></tr><tr><td>Producer</td><td>AAA</td></tr><tr><td>Distributor</td><td>BBB</td></tr><tr><td>URL</td><td>http://www.bbb.ccc.****</td></tr></table>		Men's wear	Polo shirt	Material	Cotton/ Polyester	Color	Red, Navy, Light blue	Size	S M L LL XL	Price	\\$3,200 \\$3,300	Producer	AAA	Distributor	BBB	URL	http://www.bbb.ccc.****
Men's wear	Polo shirt																
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Size	S M L LL XL																
Price	\\$3,200 \\$3,300																
Producer	AAA																
Distributor	BBB																
URL	http://www.bbb.ccc.****																
<p>Message from XYZ You were looking for a casual style with beautiful light blue, weren't you? How is this?</p>																	

FIG. 18

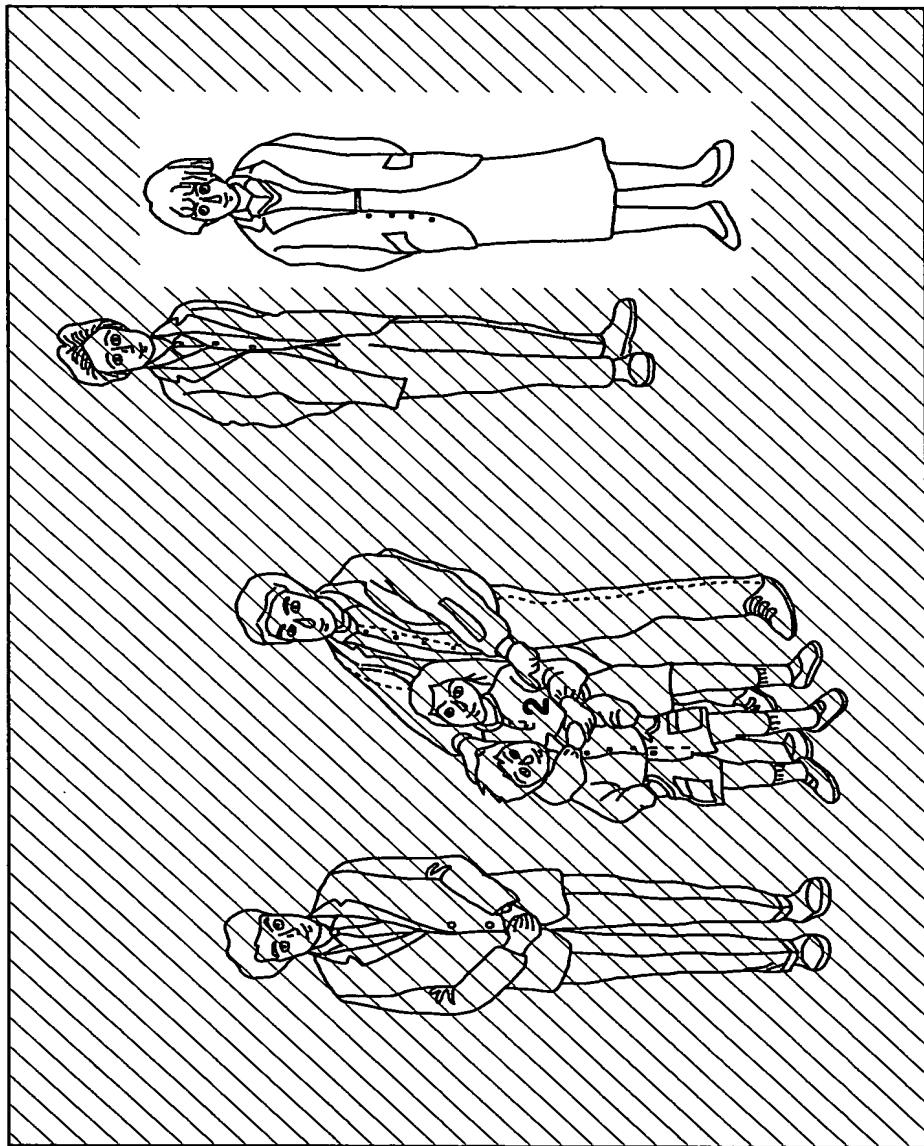


FIG. 19

Video & Sound 21 22
Additional information (tag/ recognition glossary/ product information)

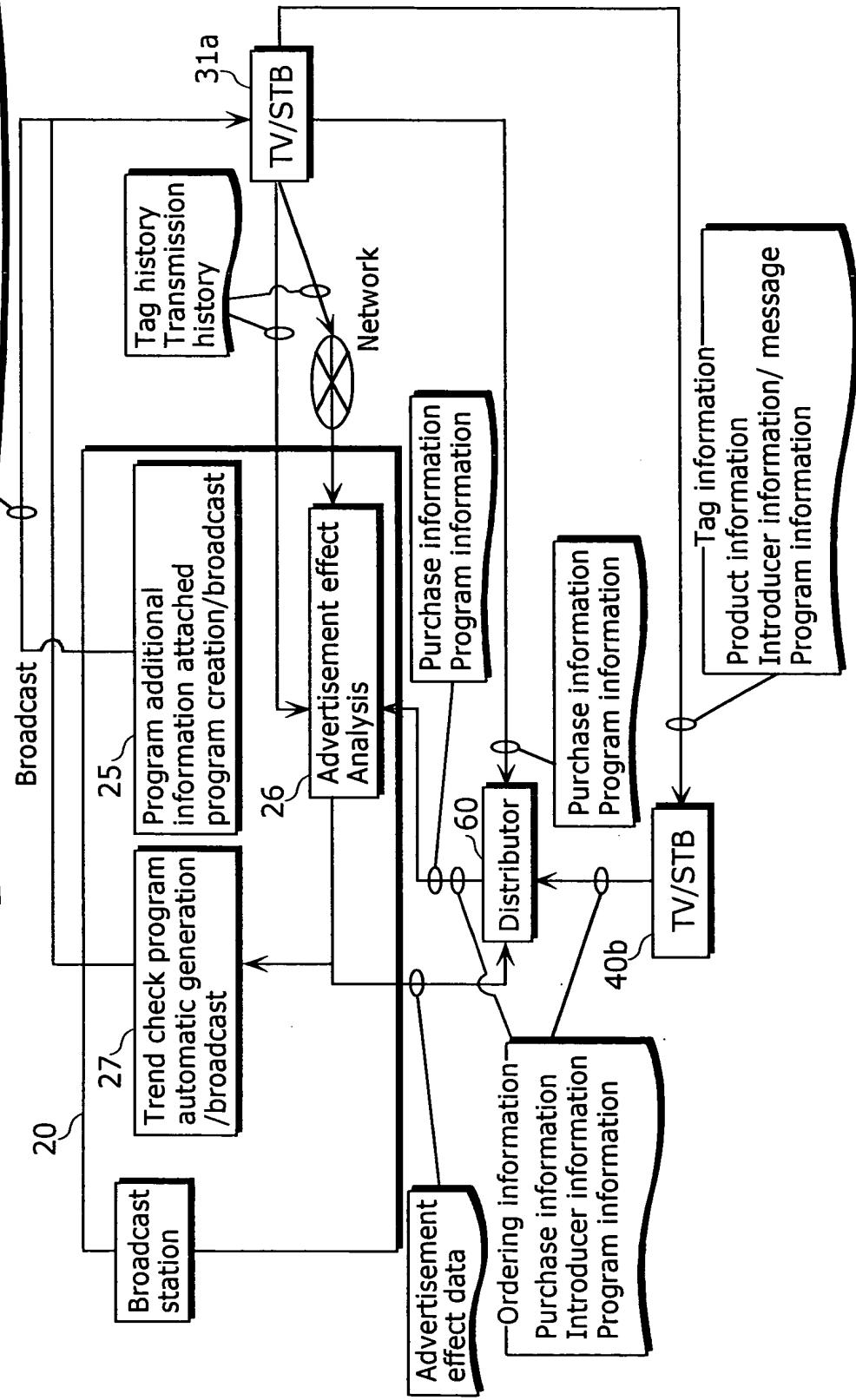


FIG. 20A Tag Record · Transmit Record(Purchaser/ Distributor/ Broadcast Station)

Tag NO.	Program information		Object ID	Product information		Spatial location	Destination information	
	Broadcast Date	Broadcast station		Product name	Time location		Name	Address
1	2003/02/20 18:00~18:30	ABC broadcast	XY123	J456	FJacket	T00:02:45 :0F00	(264425) B	B@dococo. bb. bb
2	2003/02/20 21:00~21:30		YZ234	Z567	GPants	T12:54:06 :0403	(12433) C	06 1234 5678
.
.

FIG. 20B Ordering Information (Purchaser/ Distributor/ Broadcast Station)

Order NO.	Purchase information		Introducer	Program information						
	Purchasing date	Purchaser Purchaser address		Object ID	Product name	Introducer address				
1	2003/02/25	D	D@doco. com	K678	Bag	E	0398765432	2003/02/25 10:00~10:30	FGH	PQ678
2	2003/02/21	B	B@dococo.bb.bb	J456	Jacket	A	A@doco.com	2003/02/20 18:00~18:30	ABC	XY123
.
.

FIG. 21

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Item NO.	Analyzed item	Analysis details
1	Popular program for tag attachment	Analyze number of tags attached in a month for each program and specify best 10
2	Popular program for topicality	Analyze number of times when tag information is transferred among viewers in a month for each program and specify best 10
3	Highly introduced program	Specify best 10 programs with high ratio of the number of transfers causing purchase of product among the number of tagged information transferred among viewers in a month
.	.	.
.	.	.
.	.	.

FIG. 22

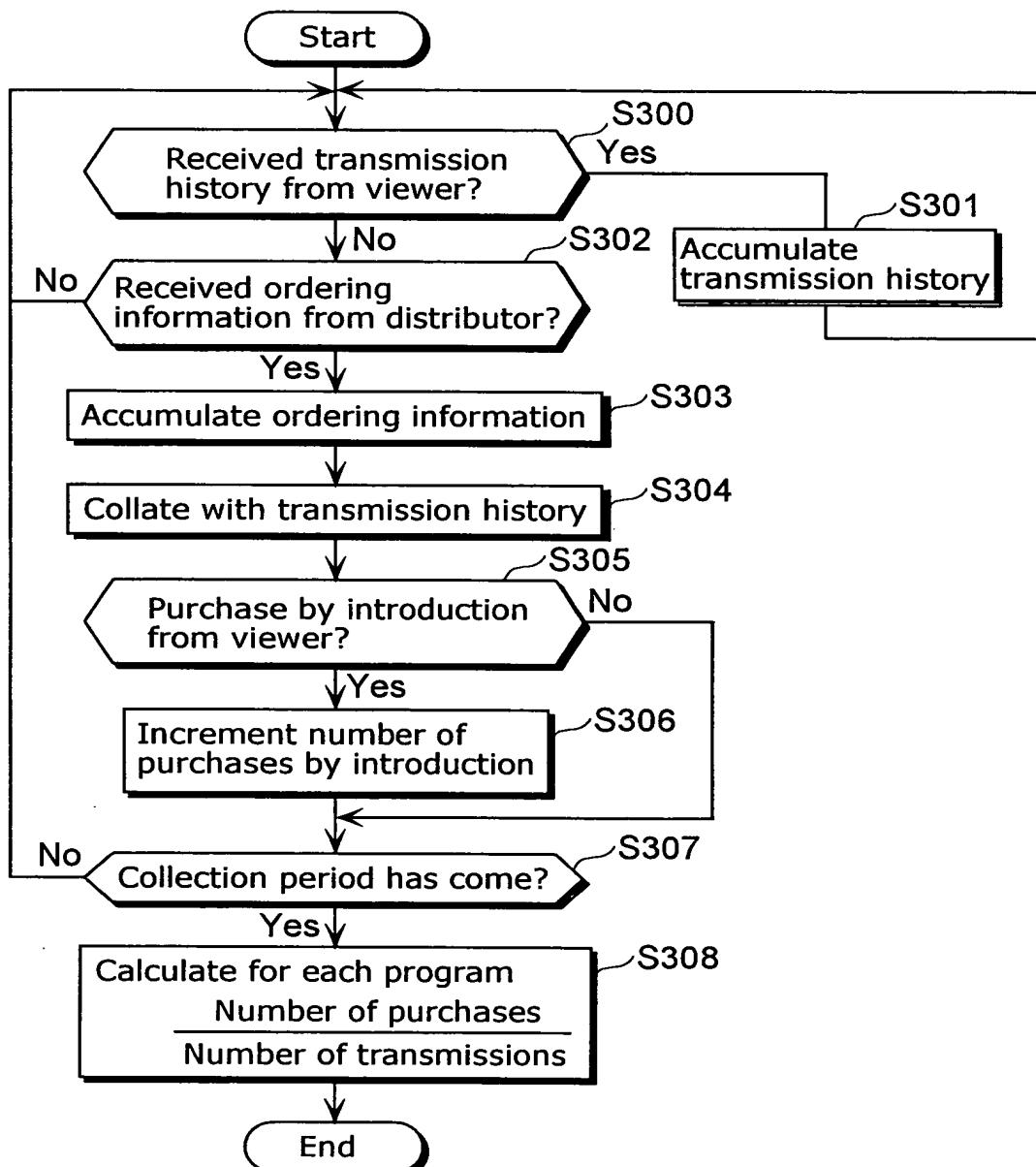


FIG. 23

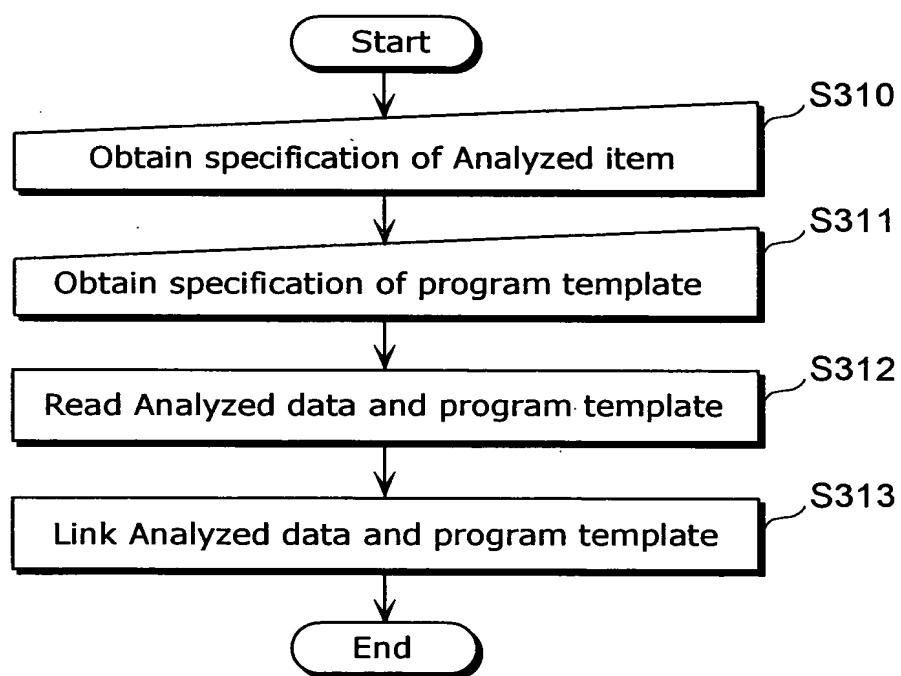


FIG. 24

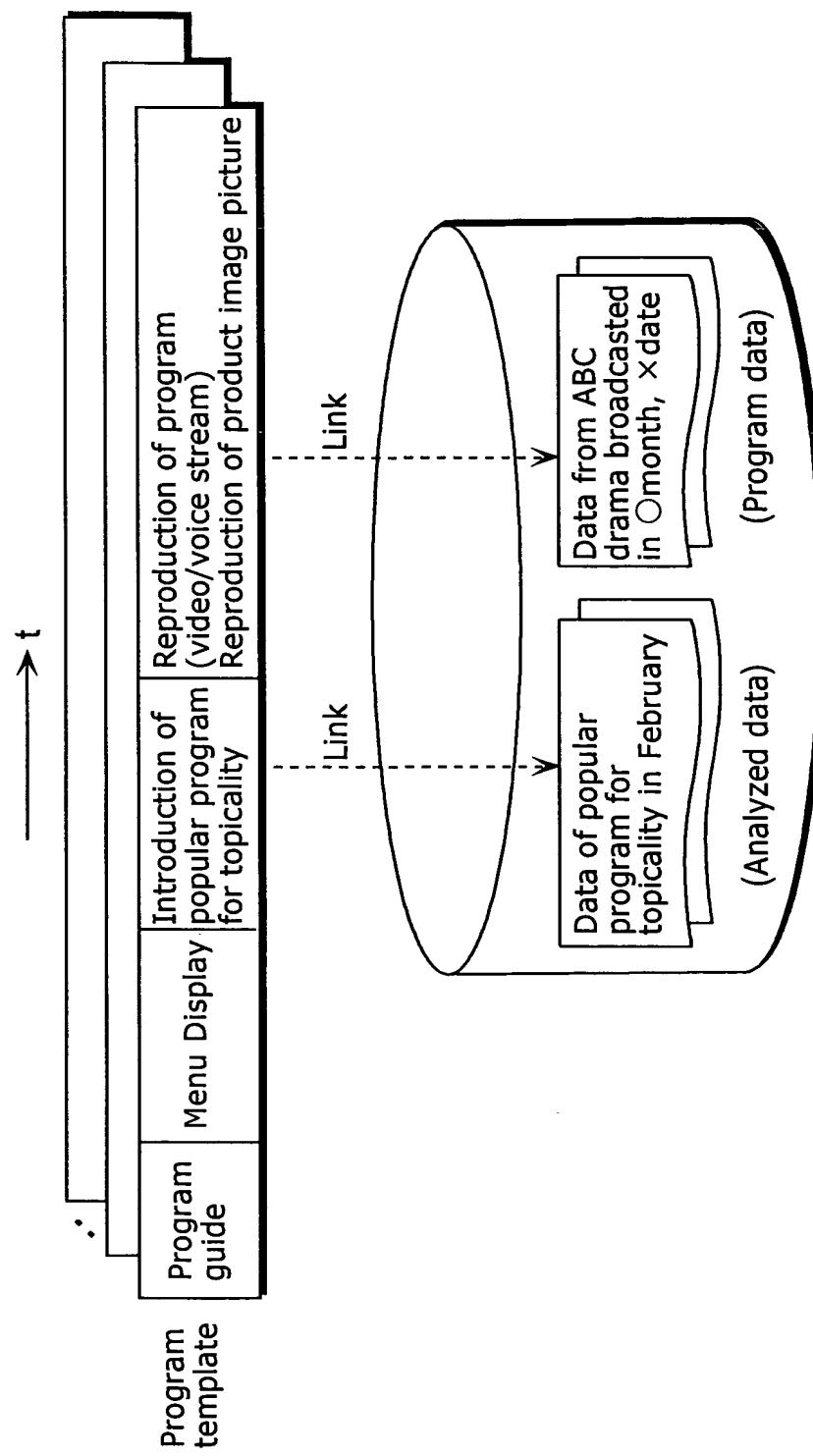


FIG. 25A

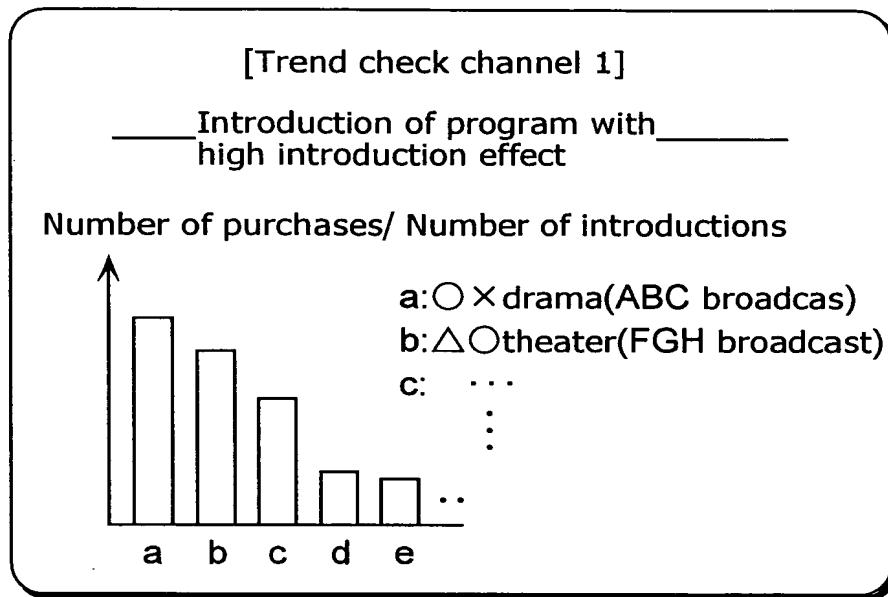


FIG. 25B

